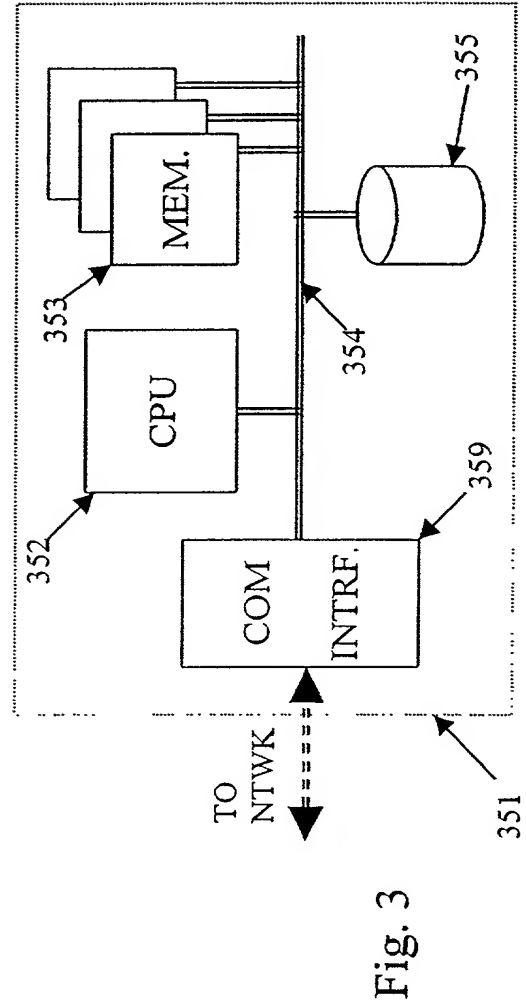
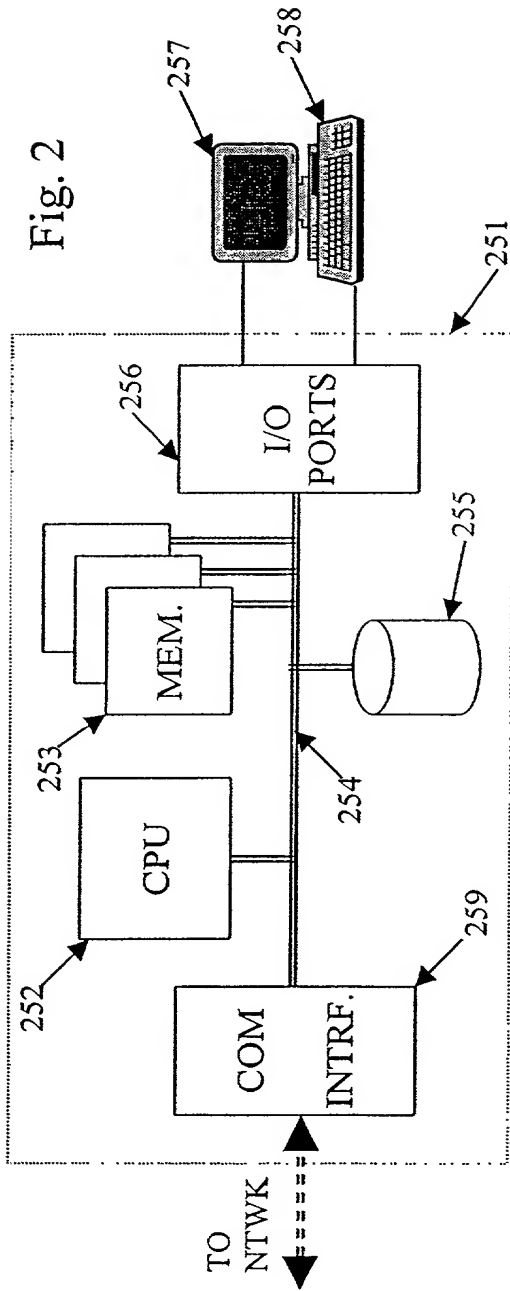


Fig. 1



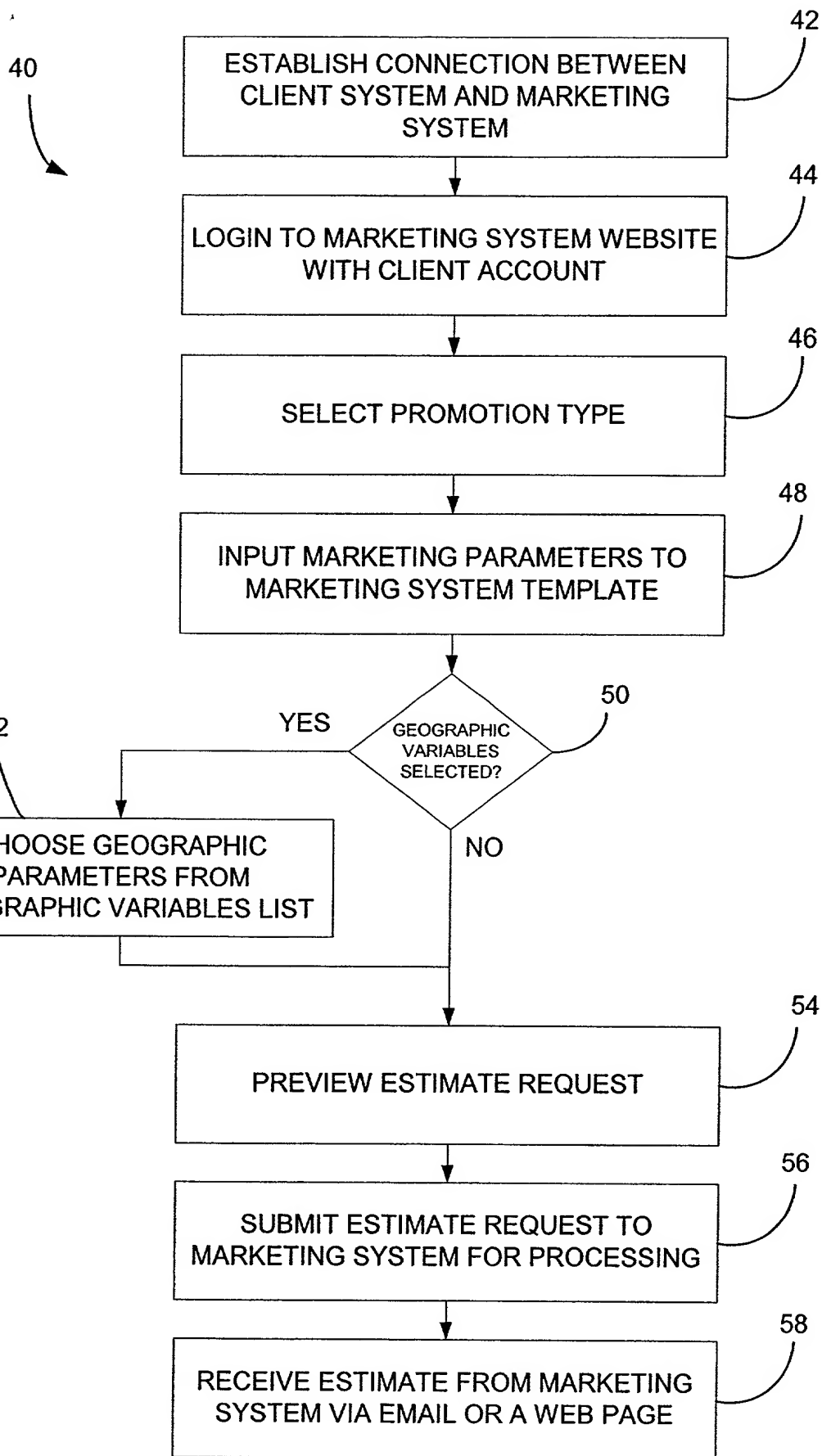


FIG. 4

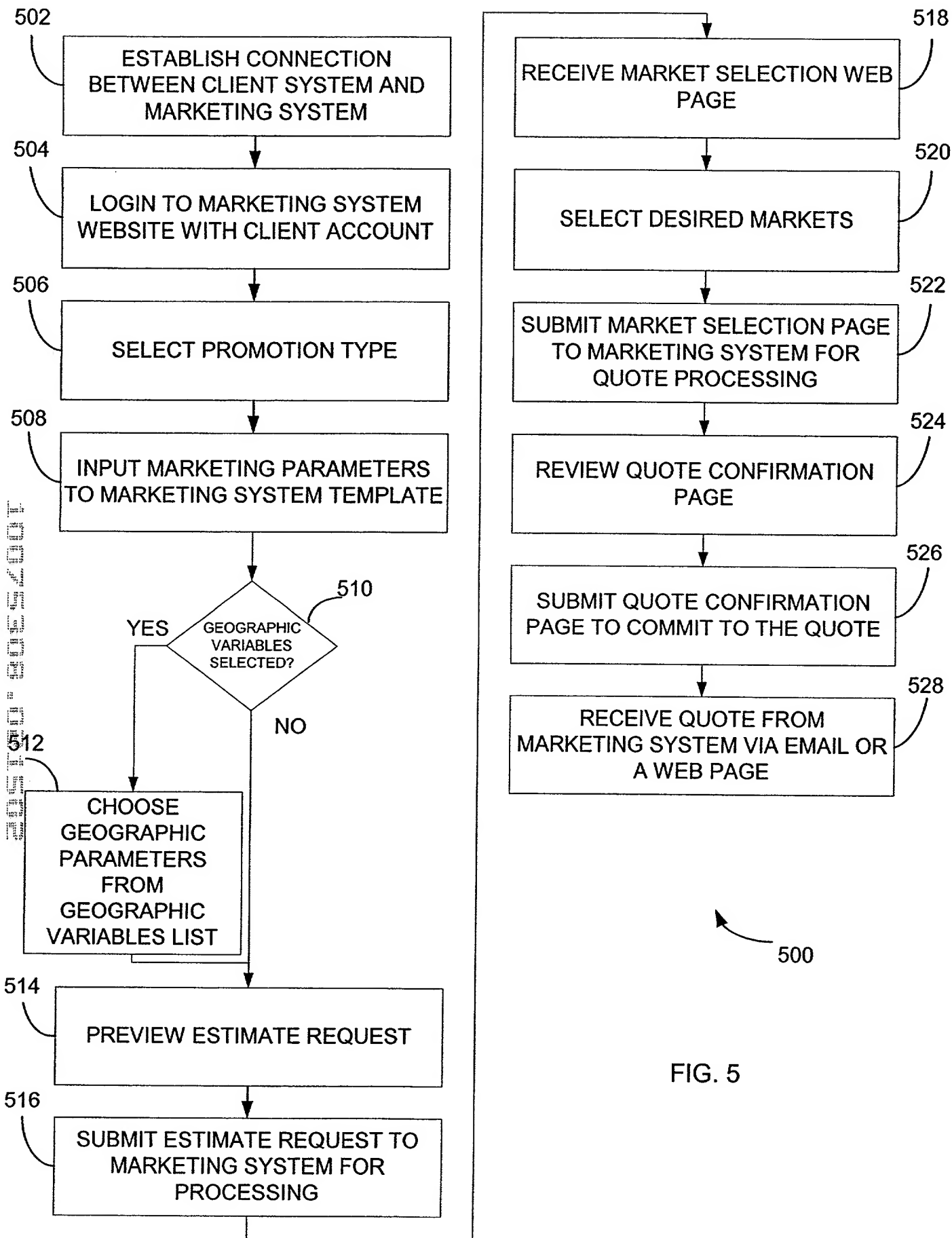


FIG. 5

180

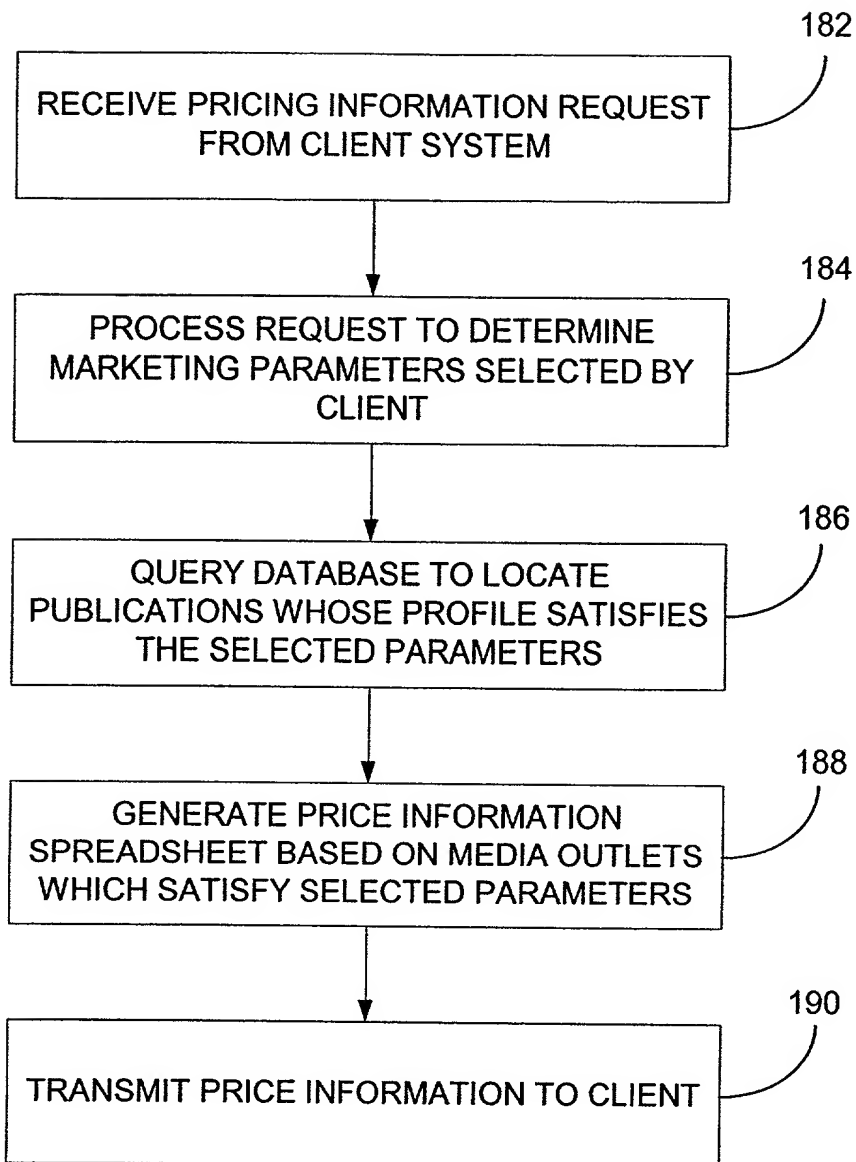


FIG. 6

100  
↓

Valassis Online Media Planning - Microsoft Internet Explorer

Address: http://vmp.corp.valassis.com/vmpSelPromo.asp

## VALASSIS ONLINE MEDIA PLANNING

Select/Create Promotion/Estimate

[Login page](#)

Select client

Generic Franchise Food 102

Select/create promotion

Promotion (Promo ID -- Promo Name)	Estimate (Estimate ID -- Estimate Name)
New Promotion	New Estimate
6 - CJG Promo	1348 - Christines Estimate 108
1347 - ABC Promo	
1350 - ABC Promo 104	

Continue 106

© 2000 Valassis Communications, Inc. All rights reserved.  
VCTOnlineMediaPlanning@valassis.com

Fig. 7

110  
↓

Valassis Online Media Planning - Microsoft Internet Explorer

Address: <http://vmp.corp.valassis.com/vmpCreateNewEstimate.asp>

## VALASSIS ONLINE MEDIA PLANNING

### Create Promotion/Estimate

Name: Christine Gambino Client: Generic Franchise Food

Enter promotion name:

Promotion: ABC Promo

Estimate name:

Estimate: Christine's Estimate

Contact name: Christine

© 2000 Valassis Communications, Inc. All rights reserved.  
[VCTOnlineMediaPlanning@valassis.com](mailto:VCTOnlineMediaPlanning@valassis.com)

Fig. 8

1122

# VALASSIS ONLINE MEDIA PLANNING



## Required Parameters

[Import Zip Codes](#)

Promo ID 1350	Promotion Name ABC Promo	Est ID 1730	Estimate Name Christine's Estimate	Client ID 2	Client Name Generic Franchise Food
------------------	-----------------------------	----------------	---------------------------------------	----------------	---------------------------------------

← 114

### Insert Date

Circulation Base:  118

Target Drop Date:  120

### Product

Vehicle:  122

Distribution Method:  124

### Detail

☐ Addresses/Phones?  
☐ Die Cut? 126

Page Count:  128

Page Size:

Weight:  130

### Demographic Variables

Select One:  132

Index Value:  134

### Zip List

Select One:  For additional Zip Lists, [Import Zip Codes](#) 136

Radius:  138

### Geographic Variables

Select One:  140

142

User Name  
Christine

Contact Name  
Christine

Fr. 9



150  
↓

Specify Geographic Variables - Microsoft Internet Explorer

Address: http://www.valassisquickquote.com/vmpGeoVar.asp

Links: QuickQuote Links Valassis Online Media Planning Key Valassis Online Media Planning Help

**Valassis** Valassis QuickQuote Planning System™

**Select Geographic Variables**

Promotion Name	Est ID	Estimate Name	Client ID	Client Name
Jan 2002 ROP Retail	2827	01/08/02 Text for Screenshots	16	Newspaper ROP Retail

**Geographic Variables: DMA**

**Available Regions**

- Milwaukee, WI
- Minneapolis-St. Paul, MN
- Minot-Bismarck-Dickinson, ND
- Missoula, MT
- Mobile-Pensacola, AL-FL
- Monroe-El Dorado, LA-AR
- Monterey-Salinas, CA
- Montgomery, AL
- Nashville, TN
- National DMA
- New Orleans, LA
- New York, NY

**Selected Regions**

- Alpena, MI
- Detroit, MI
- Flint-Saginaw-Bay City, MI
- Lansing, MI
- Marquette, MI
- Traverse City-Cadillac, MI

Use the "SHIFT" key to select multiple consecutive items in the list. Use the "CTRL" key to select multiple NON-consecutive items.

**Add >** **< Remove**

**Save & Continue**

User Name: Christine [initials]

Contact Name: Christine [initials]

© 2000 Valassis. All rights reserved.  
QuickQuote@valassis.com

2005/02/20 09:03:00

152

156

154

Fig. 10

# Estimate Request Preview - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home View Source Print View Images View All

Address http://vmp.corp.valassis.com/vmpEstReqPrev.asp

## VALASSIS ONLINE MEDIA PLANNING



### Preview Estimate Request

Select / Create New  
Promotion or Estimate

Promo ID	Promotion Name	Est ID	Estimate Name	Client ID	Client Name
1350	ABC Promo	1730	Christine's Estimate	2	Generic Franchise Food

You have chosen the following options. Please use the Back button on your browser to modify the information before submitting the request for processing.

#### Insert Date

Circulation Base	Sunday
Target Drop Date	10/8/00

#### Product

Vehicle	Solo
Distribution Method	Zoned

#### Detail

Address/Phone	No
Die Cut	No
Page Count	2
Page Size	8 25 X 10.87 Standard
Weight	60 lb

#### Demographic Variable

Demographic Variable	Age 25-54
Index Value	115

#### Zip List

Zip List Name	None Selected
Radius	0 Miles

#### Geographic Variables

Geographic Variable	DMA
Selected Regions	Albany, GA Atlanta, GA Augusta, GA Columbus, GA

User Name  
Christine

Contact Name  
Christine

© 2000 Valassis Communications, Inc. All rights reserved.  
VCIOnlineMediaPlanning@valassis.com

160

162

164

168

166

Fig. 11

170  
↓

## UPDATE / SUBMIT PROMOTION / ESTIMATE STATUS SCREEN

Update/Submit Promotion/Estimate Status - Microsoft Internet Explorer

http://vmp.corp.valassis.com/vmpEstReqUpdate.asp

**VALASSIS ONLINE MEDIA PLANNING**

**Update/Submit Promotion/Estimate Status**

User Name: Christine Gambino Date/Time: 9/5/00 2:22:30 PM

Submitted for processing....

Database information is being updated. Please wait....

The following record has been updated:

Promotion ID: 1350  
 Promotion Name: ABC Promo  
 Estimate ID: 1730  
 Estimate Name: Christine's Estimate  
 Client ID: 2  
 Client Name: Generic Franchise Food

You will receive an email response to your request shortly

[Select/Create Promotion or Estimate](#)

[Logout](#)

© 2000 Valassis Communications, Inc. All rights reserved.  
[VCOnlineMediaPlanning@valassis.com](mailto:VCOnlineMediaPlanning@valassis.com)

5

Once submitted, you will receive a Promotion ID and an estimate ID. The estimate ID is the ID needed by Valassis Communications, Inc when requesting an actual quote.

Fig. 12





440



Estimate Request Preview - Microsoft Internet Explorer

Address: http://www.valassisquickquote.com/reqEstReqPrev.asp

Valassis QuickQuote Planning System™

### Preview Estimate Request

**Status:** Create New  
**Estimate ID:** 2927  
**Estimate Name:** 03/09/02 Test for Greenshade  
**Client ID:** 15  
**Client Name:** Newspaper ROP Retail

You have chosen the following options. Please use the Back button on your browser to modify the information before submitting the request for processing.

---

#### Insert Date

Circulation Base: Sunday  
Target Drop Date: 2/19/2002  
Best Food Day: No  
Newspaper Section: Main News

---

#### Product

Vehicle: ROP  
Distribution Method: Full Run

---

#### Detail

Ad Size: Full Page  
Color: Process Color

---

#### ROP Media List Rate Selection

Media List Name: 12-18 Retail

---

#### Demographic Variable

Demographic Variable: Female 18+  
Minimum Index Value: 100

---

#### Zip List

Zip List Name: None Selected  
Radius: 0 Miles

---

#### Geographic Variables

Geographic Variable: DMA  
Selected Regions:  
Alpena, MI  
Detroit, MI  
Farmington Bay City, MI  
Lansing, MI  
Marquette, MI  
Traverse City-Cadillac, MI

**Save** **Get Quote**

Order Name: Christina  
Estimate Name: Christina

Fig. 14

450  
↓

452

454

456

462

458  
459  
460  
461

460

ROP Market Selection - Microsoft Internet Explorer

Address: http://www.valassisquickquote.com/ROP/vmpROPMarketSel.asp

Links: Custom Links Valassis Online Media Planning DEV Valassis Online Media Planning PROD

## Valassis

### Valassis QuickQuote Planning System™

#### Market Selection

Promotion Name: Jan 2002 ROP Retail Est ID: 2927 Estimate Name: 01/08/02 Test for Screenshots Quote Status: Not Submitted Client Name: Retail

Target Drop Date: 2/10/2002 Best Feed Day: W Quote Date: Username: Contact Name: Christine

Ad Size: Full Page Color: Process Color Preferences: Sunday Update Quote

Changing the options Ad Size, Color and Preferences will return new current rates that might be different from the original rates. Rates will only be saved for 30 days from the Quote Date, and changing a parameter will result in new rates being retrieved.

Selected All Unselected All View: Selected Markets Only Change View

Total Circ: 1,599,372 Total Cost: \$164,368.41

Sel	Geography (DMA)	DMA Cnv (%)	Media#	ST	Ed	Newspaper	Circ	Cost
<input checked="" type="checkbox"/>	Alpena, MI	55.31%	003881	MI	M	Alpena News	11,069	\$1,726.54
		55.31%				Total:	11,069	\$1,726.54
<input checked="" type="checkbox"/>	Detroit, MI	3.86%	003865	MI	SUN	Ann Arbor News	71,560	\$5,818.12
<input checked="" type="checkbox"/>	Detroit, MI	39.24%	003868	MI	SUN	Detroit Free Press/News	738,248	\$51,969.86
<input checked="" type="checkbox"/>	Detroit, MI	1.20%	003891	MI	SUN	Monroe News	25,212	\$3,092.55
<input checked="" type="checkbox"/>	Detroit, MI	4.44%	003892	MI	SUN	Mount Clemens Macomb Daily	77,035	\$7,711.68
<input checked="" type="checkbox"/>	Detroit, MI	5.47%	003877	MI	SUN	Pontiac Oakland Press	92,992	\$8,571.91
<input checked="" type="checkbox"/>	Detroit, MI	2.32%	003878	MI	SUN	Port Huron Times Herald	41,627	\$6,892.24
<input checked="" type="checkbox"/>	Detroit, MI	1.08%	003894	MI	SUN	Royal Oak Tribune	18,761	\$4,000.21
		57.61%				Total:	1,065,435	\$88,066.57
<input checked="" type="checkbox"/>	Duluth-Superior, MN-WI	3.25%	003887	MI	E	Ironwood Globe	6,760	\$1,225.29
		3.25%				Total:	6,760	\$1,225.29
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	1.56%	010686	MI	SUN	Bad Axe Huron Tribune	7,841	\$2,531.91
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	9.69%	003867	MI	SUN	Bay City Times	47,201	\$5,640.38
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	22.51%	003870	MI	SUN	Flint Journal	106,892	\$8,274.39
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	1.27%	003960	MI	W	Grafiot County Herald	7,050	\$871.92
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	2.28%	003917	MI	SUN	Mount Pleasant Sun	12,725	\$2,679.65
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	13.07%	003879	MI	SUN	Saginaw News	59,555	\$6,967.55
		50.38%				Total:	241,264	\$26,965.00
<input checked="" type="checkbox"/>	Lansing, MI	3.21%	003901	MI	E	Hillsdale News	7,754	\$1,264.45
<input checked="" type="checkbox"/>	Lansing, MI	11.84%	003872	MI	SUN	Jackson Citizen Patriot	40,528	\$5,521.28
<input checked="" type="checkbox"/>	Lansing, MI	32.72%	003874	MI	SUN	Lansing State Journal	90,812	\$15,008.96
		47.77%				Total:	139,094	\$21,794.69

Recalculate Totals Save Markets Selected View Quote SUBMIT QUOTE

© 2000 Valassis. All rights reserved. QuickQuote@valassis.com

Fig. 15

Fig. 16

470  
↓

Valassis QuickQuote Planning System™ - Commit ROP Quote - Microsoft Internet Explorer

Address: http://www.valassisquickquote.com/ROP/vmpROPCommitDisplay.asp

Links: Customize Links Valassis Online Media Planning DEV Valassis Online Media Planning PRO

---

**Valassis.** Valassis QuickQuote Planning System™

**Commit Quote**

Promotion Name	Est ID	Estimate Name	Client ID	Client Name
Jan 2002 ROP Retail	2327	01/08/02 Test for Screenshots	18	Retail

Exit and Save (to Select Promotion Screen) Back to Market Selection Screen

---

**Valassis.** Valassis QuickQuote Planning System™

User ID/Name:	4-Christine Gambino	Promotion:	Jan 2002 ROP Retail
Estimate ID/Name:	#2927-01/08/02 Test for Screenshots		
Client:	Retail	Industry:	Retail
Contact:	Christine Gambino	email address:	gambino@valassis.com
Estimate total:	\$279,770.88	Circulation total:	2,542,425
Vehicle:	Newspaper-ROP	Distribution:	Full Run
Circ base:	Sunday	Target drop date:	Sunday, February 10, 2002
Ad size:	Full Page	Best Food day:	No
Color:	Process Color	Section Preference:	Main News
Zip list name:		Media Rate List Name:	12-18 Retail
Radius parameter:			
Orig. Geo variable:	DMA: [6]		
		Alpena, MI	
		Detroit, MI	
		Flint-Saginaw-Bay City, MI	
		Lansing, MI	

By clicking the Commit Quote button, I agree to place the order detailed above.

**COMMIT QUOTE**

©2000 Valassis. All rights reserved.  
QuickQuote@valassis.com

472